**RAJAN**

DUBLIN, CA Phone: **408-992-7180**

A Product Leader with a demonstrated record in launching products, aligning engineering, and managing customers. Cross-functional expertise in aligning goals and driving execution across teams.

### Professional Experience

**PRODUCT MANAGER (Marketing Analytics Platform)*,* C1X/ NIKE, San Jose, CAMay 2019-Current**

* Analyzed and tracked key performance drivers in marketing campaigns across all geos and devised strategies to improve engagement and revenue by 3% using SQL queries.
* Developed Tableau Dashboards to get real time insights into marketing campaigns and provide recommendation to improve the same by 10%.
* Defined roadmap for Content-Marketing data platform to connect elements of Content-Lifecycle from creation-delivery-performance and reduce manual reporting efforts by 20%.

**PRODUCT ANALYTICS (Analytics Platform)*,* NIKE, Portland, ORSep 2018-Apr 2019**

* Built data products to provide funnel optimization, user segmentation, cohort analysis of customers across omnichannel touchpoints (mobile, social, email and store) using SQL and Databricks.
* Performed A/B testing for different features to identify the popular features among selected audience by linked the application with Optimizely (A/B testing tool).
* Optimized key performance drivers to increase digital engagement for mobile content across different sports categories by 8% based on clustering and product affinity models.

**PRODUCT MANAGEMENT (Data Platform), VISA, Foster City, CA Jun 2017-Sep 2018**

* Added features in data-platform to track usage of online-payment (API) products by premium-brands such as Nike, Tesla and launch service-products to increase revenue by 4% using SQL.
* Developed tool to analyze data from different channels (online/offline) & devices and visualize in grafana dashboards to automatically attribute incidents and reduced transaction failures by 1%.

**PRODUCT MANAGEMENT (Enterprise Platform), TESLA, Fremont, CA Jul 2015- Jan 2017**

* Led team to launch digital products by connecting end-to-end systems from marketing to final delivery, increasing sales/delivery for luxury models (S &X) by 10%.
* Developed a Tableau reporting dashboard to visualize the status of orders across different team

**PRODUCT ANALYTICS (After Market Services), EXELON, Des Moines, IA Sep 2013- Feb 2015**

* Performed competitive analysis using SQL and optimized expenditure by utilizing vendors for routine-maintenance and original developers for critical repairs; estimated savings over $2M.
* Developed a Tableau reporting dashboard to view financial data to visualize the performance.

**MANAGER*,* ACCENTURE, Bangalore, India Mar 2011-May 2012**

**TEAM LEAD, TECH MAHINDRA, Little Rock, AR Mar 2007-Feb 2011**

**APPLICATION ENGINEER, ESI, Detroit, MI Apr 2005- Mar 2007**

**EDUCATION**

**MBA, CORNELL UNIVERSITY, Ithaca, NY** **2013**

**MS, UNIVERSITY OF ALABAMA, Birmingham, AL 2005**

**BS**, **INDIAN INSTITUTE OF TECHNOLOGY, Kharagpur, INDIA 2001**